

The Maryland National Capital Park and Planning Commission

TITLE: Publications Specialist
SERIES: General Administrative

GRADE: G CODE: 2355
DATE: 1/13/88

Class Definition

Under general supervision, performs professional graphics and editing work of considerable responsibility, complexity and variety. Performs editing and design layout of (department master plans, technical studies and special reports of considerable difficulty, having final responsibility for the quality, accuracy, and appropriateness of publications. Leads work of other staff to research, design and fabricate major exhibits, displays and other artistic presentations. Performs other related duties as assigned.

Examples of Important Duties

1. Meets with Commission staff and conducts site visits to identify objectives, research issues, and plan design of major exhibits, displays and other artistic presentations for Commission facilities, fairs, trade shows and other events. Develops themes and/or approaches to coordinate projects with Commission programs or to attract certain target audiences. Performs highly skilled artwork, using a variety of artistic techniques, to fabricate or produce exhibits, displays and other presentations.
2. Edits department publications for accuracy, consistency and style. Corrects errors in spelling, punctuation, and grammar. Prepares layout of text and oversees the production of text negatives, indicating screen values and color specifications on the negatives. Gives final printing clearance.
3. Develops guidelines and methods for preparing department publications to assure consistency and understanding. Leads work of staff participation in researching, designing and fabricating artistic presentations.
4. Receives telephone calls from, and meet with, staff from the County Executive's Office, the County Council's Office and other county agencies to discuss and prepare various visual aids, such as graphic displays, certificates, flyers, posters, banners and booklets.
5. Prepares printing bid specifications and contact vendors to solicit bids for department printing and typesetting. Maintains telephone and personal contact with printer until project completion.

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Examples of Important Duties (Continued)

6. Uses computer and graphics tools to design illustrations, logos, symbols, and other artwork for use in department publications, maps, exhibits and other items. Operates lettering and photocopy machines to make signs, headlines and other written copy in various type styles and sizes. Uses ink pens to write names and headings in calligraphy. Uses freehand lettering for oversize visual aids. Operates graphics camera to produce artwork and to achieve special effects.
7. Maintains files of correspondence, completed artwork and graphics reference materials, such as illustrations, photographs, clip art, typeface inventory, paper stock and ink selections.
8. Attends seminars and trade shows to obtain up-to-date information on graphics equipment and techniques. Makes recommendations on improving the efficiency of graphics and editing operations.
9. Maintains case files of department publications which are required by law to be kept indefinitely.
10. Maintains inventory of department publications stored at warehouse facility and prepares up-to-date lists of available publications. Advises need to reorder publications that have been sold or distributed.
11. Manages the correct distribution of bulk-rate mailing in accordance with procedures and guidelines set forth by the U.S. Postal Service. Maintains file of procedures and fees charged for bulk mailings and permits. Renews permit annually.

Important Worker Characteristics

- A. Knowledge of (1) Commission activities;* (2) Commission organization;* (3) Commission policies and procedures;* (4) graphics design; (5) photography; (6) editing; (7) office practices; (8) planning; (9) printing process; (10) bulk mailing procedures.
- B. Skill in operation of (1) auto; (2) calculator; (3) graphics camera; (4) computer; (5) 35 mm camera; (6) ink pens; (7) lettering machines; (8) photocopier.

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Important Worker Characteristics (Continued)

C. Ability to (1) apply principles to solve practical problems; (2) calculate fractions, decimals, and percentages; (3) read routine and technical reports and correspondence; (4) write routine reports and correspondence; (5) use proper spelling, punctuation and grammar; (6) proofread typed materials; (7) organize work efficiently.

* Developed primarily after employment.

Minimum Qualifications

1. High School graduation or GED; and
2. Six years of progressively responsible experience in graphic arts and editing and some specialized training to include course work in commercial arts, graphic arts or related area; or
3. An equivalent combination of education and experience.